

DIGITAL RESOURCES SPECIALIST

Position Purpose:

The purpose of this position is to perform administrative, information technology and graphic design work supporting the operations of the Library digital resources, devices and social media accounts. Performs all other related work as required.

Supervision:

Supervision Scope: Performs varied and responsible duties requiring the exercise of judgment and initiative to carry out assignments independently, analyze situations and conditions, and determine appropriate course of action from department guidelines and policies.

Supervision Received: Work is performed under the general direction of the Library Director. Work is performed independently; unusual situations which do not have clear precedents are referred to supervisor.

Supervision Given: None.

Job Environment:

Majority of work could be performed under Work-From-Home arrangement, with weekly in-person shifts as needed.

On-site work is performed under typical library conditions; the noise level is moderate at most times.

Operates tablet, computer, telephone, facsimile machine, copier, calculator, typewriter, and other standard office and library equipment.

Makes frequent contacts with the general public and library staff. Contacts are in person, in writing, and by telephone and usually involve the provision of information to the public or interested parties.

Makes social media posts representing the Library and using Library accounts on various platforms, including Facebook, Instagram, Twitter and Blogger.

Has access to confidential personal information about patrons which requires the application of appropriate judgment, discretion and professional protocols.

Errors could result in significant confusion and delay, loss of department services, possible adverse public relations and have financial/legal repercussions.

Essential Functions:

(The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)

Maintains library tablet, e-reader and computer devices, including installing and upgrading Android and iOS operating systems, installing and updating apps, removing unwanted downloads and prepares devices for circulation.

Graphic design of flyers, bookmarks, pamphlets and blog posts to promote library services and materials using Microsoft office, Canva, or related design software.

Maintains library website, including content creation, news posts, embedding code from library software, hosting documents, ensuring website is functional in web and mobile formats.

Designs and posts content to library social media accounts, which include but are not limited to: Facebook, Blogger, Instagram, Twitter.

Responds to patron questions and service requests submitted through social media platforms.

Assists patrons with use of library digital resources, databases, e-content providers and circulating devices.

Creates promotional and instructional materials for library digital resources, databases, e-content, devices and other library services.

Assists librarians to develop and implement library displays and programming support activities.

Participates in regional and network workshops, seminars and committees related to library digital resources applications and functions.

Performs similar or related work as required, directed or as situation dictates.

Recommended Minimum Qualifications:

Education, Training and Experience:

High School Diploma; some post-secondary education preferred; one to two years of experience in a relevant field, such as graphic design, public relations, information technology, etc.; or any equivalent combination of education, training and experience.

Knowledge, Ability and Skill:

Knowledge: Basic knowledge of modern library procedures. Knowledge of web design standards. Basic knowledge of HTML and web design languages. Knowledge of Android, Windows and iOS operating systems. Knowledge of social media platforms.

Ability: Demonstrated ability with graphic design. Ability to communicate effectively verbally and in writing. Ability to maintain records and prioritize tasks. Ability to multi-task effectively and work within time lines. Ability to respond with tact and courtesy when dealing with the public.

Skill: Excellent customer service and interpersonal skills. Skill in using graphic design software such as Microsoft Office, Canva or equivalent. Skill in operating computers and utilizing appropriate software applications to include word processing, databases, internet and spreadsheets. Skill in all of the above listed tools and equipment.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee is required to: interact and communicate frequently and effectively with the public, vendors, other staff members, and/or third parties transacting business with the Town; operate standard office equipment including computers and keyboards, at efficient speed; manipulate and input data into tablet devices; and move throughout the library. The employee must occasionally lift and/or move up to 10 pounds.

(This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.)